



U.S. Franchise Mission to ABF Franchising Expo São Paulo, Brazil June 25 -28, 2008

Come, learn, get involved, and explore business opportunities in one of the hottest franchise markets in the world - Brazil. This is a dynamic and business-oriented economy, it has a population of 190 million people, and is centrally located sharing borders with 10 other countries.

The Market at a Glance:

- ✓ Brazil is the 6th largest franchise market in the world and 2nd in the Americas
- ✓ Total franchise revenue in 2006 was approximately US\$22 billion
- ✓ 11% growth in franchise revenue over 2005 figures
- ✓ Franchises account for over 25% of total retail revenue in Brazil
- ✓ Over 1000 different franchise concepts
- ✓ Over 62 thousand franchise units
- ✓ 90% of concepts are Brazilian but international franchises are well received in Brazil

Advantages of participating in the mission:

The US Commercial Service will work jointly with the Brazilian Franchise Association and the International Franchise Association to provide you with:

- Brand exposure during ABF Franchising Expo 2008 at USCS/IFA multi-brand booth
- Media exposure through ABF's press releases prior and during the show
- Internet based ads* and specialized PR work done prior and during the show
- Exposure through USCS Brazil network and database
- Possible one-on-one meetings with potential franchisees or master franchisees
- Shared meeting space at the show
- Country briefing / Legal briefing
- Presentation/workshop with a successful US franchise concept in Brazil
- Basic information about your company translated into Portuguese
- Interpretations services throughout the show
- Direct contact with local market experts
- Networking with key industry contacts

Cost: US\$3,300* *

**SIGN UP NOW! LIMITED PARTICIPANTION!
REGISTRATION AND PAYMENT DEADLINE IS MARCH 31, 2008.**

Yes, send me more information on the 2008 Mission.

Name: _____ Company: _____

Tel/Fax: _____ Email: _____

Please reply to: Paulo Rodrigues, Fax: 5511-5186-7445, E-mail: Paulo.Rodrigues@mail.doc.gov

*The ads will have the brands of all companies participating in the mission

**This cost is based on the participation of 10 companies/brands, if may increase or decrease depending on the number of participants